

碩士論文

廣告中的文化元素對廣告溝通效果的影響 -以台灣原住民文化元素為例

The Effect of Cultural Elements on Advertising

Effectiveness

-A Study of Taiwanese Aboriginal Cultural Elements

指導教授: 黃文星 博士

徐碧霎 博士

研究生: 簡依萍

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朝陽科技大學應用外語系

Department of Applied Foreign Languages Chaoyang University of Technology

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The Effect of Cultural Elements on Advertising Effectiveness
-A Study of Taiwanese Aboriginal Cultural Elements

指導教授: 黃文星 博士 (Dr. Wen-Shin Huang)

指導教授: 徐碧霎 博士 (Dr. Pi-Ying Hsu)

研究生: 簡依萍 (Yi-Ping Chien)

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具有文化元素的廣告受到廣告行銷業者的青睞,文化元素的使用在當今已成為一熱門現象。但是,具有文化元素的廣告效果至今尚未有完整的研究。因此,本研究主旨在於探究文化元素對廣告效果的影響,以及種族認同高低對文化元素廣告的影響。本研究採實驗設計,並使用自行設計的平面廣告,以符合研究目的。受訪者為371位台灣人,分為原住民和非原住民兩大群體。為提高問卷的信度及效度,問項均改編自先前研究者的問項;結果顯示,文化元素的使用並未能保證廣告效果,但是在受訪者的種族認同高低部份,高種族認同原住民的廣告效果。於低種族認同原住民。而在受訪者的其他描述性統計部份,受訪者的年齡和收入也會對廣告效果產生影響。

關鍵字:廣告效果,文化元素,台灣原住民,種族認同,阿美族



Advertisements with cultural elements have gained the marketers' and advertisers' attention, and have become a new phenomenon among the advertising industry. However, the advertising effectiveness of the advertisements with cultural elements is not yet examined enough. The aim of the study is to examine if cultural elements have an effect on advertising effectiveness. The strength of ethnic identity was explored as well. A 2 X 2 experimental design was applied, using print ads created for the purpose of the study. Three hundred seventy-one participants including Taiwanese aborigines and non-aborigines were recruited to complete a questionnaire adapted from previous studies. Results provided implications for advertisers and marketers that cultural elements did not guarantee advertising effectiveness, but strong ethnic identifiers did have higher advertising effectiveness than weak ethnic identifiers. Some viewers' characteristics such as age and income did moderate the result of advertising effectiveness.

Keywords: advertising effectiveness, cultural elements, Taiwan aborigines, ethnic identity, Amis



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Yi-Ping Chien

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Background

Previous studies have shown that culture-embedded messages are usually assumed to be related to one's cultural values. Fam and Grohs (2007) stated that people in the same country generally possessed the same cultural values. Briley and Aaker (2006) proposed that culture-embedded persuasion effects occur when information is limited in the aspect of consumers' cognition load and reacting time but disappear when deliberative processing occurs. The previous studies have explored the viewers' cultural background and how the viewers' cultural background influences advertising effectiveness. Nevertheless, only few researchers examined viewers' attitude toward the advertisement with cultural elements and the relevant advertising effectiveness. Asplet and Cooper (2000), for example, found that cultural elements on clothing enhance tourists' purchasing behavior. Their study was taken place in New Zealand and the aboriginal elements were utilized as well.

Taiwan also has its unique aboriginal elements. The geography and history of Taiwan nurture its diverse cultural background. Though Taiwan consists of various ethnic groups, Taiwanese aborigines have its unique stance

among them. The majority of Taiwan's aboriginal tribes are located in the mountainous interior, on the east coast and on offshore Orchid Island. Recent research has suggested Taiwanese ancestors may have been living in Taiwan for approximately 8,000 years before major Han Chinese immigration began in the 17th century (Blust, 1999). Taiwanese aborigines, one of Austronesian peoples, have linguistic and genetic ties to other Austronesian ethnic groups, such as peoples of the Philippines, Malaysia, Indonesia, Madagascar and Oceania (Blumbach et al., 2007). Taiwanese aboriginal culture not only has a longstanding history but also connects other Austronesian ethnic groups. It is worthwhile to view Taiwanese aboriginal culture as a piviot culture in Taiwan.

Another dimension is discussed here: the ethnic identity of Taiwanese aborigines. Some researchers have found that the minority's strength of ethnic identity can moderate their attitudes. Elias, Appiah, and Gong (2011) pointed out that when the minority's strength of ethnic identity rises, they tend to display more favorable consumer attitudes if the stimulus is consistent with their cultural background. Taiwanese aborigines account for 2% population of Taiwan according to the website of Department of Household Registration Affairs. They are the minority of Taiwan; therefore, it is expected their strength of ethnic identity can moderate their attitudes toward advertising. However, no

empirical studies have explored this issue, not to mention the relationship between ethnic identity and acculturation since Taiwanese aborigines have integrated with non-aborigines in many ways. Therefore, the focus of the study is to put Taiwanese aboriginal cultural elements into advertisements and to see if the advertising effectiveness is moderated by the strength of ethnic identity.

Motivation

Customers today are bombarded with abundant advertisements in their daily lives from radios, TV commercials, newspapers, and magazines to Internet. Because of their effectiveness, advertisements are widely used by corporations. How advertisement information is presented or framed, in fact, will influence consumers' willingness to attend to and remember advertisement content (McKay-Nesbitt, Manchanda, Smith, and Huhmann, 2011). Recently advertisements containing cultural elements have gained the attention of marketers and advertisers and have become a new phenomenon both in Taiwan and around the world. Murphy (2004) posited that cultural relevance is the key to enhance efficacy of multicultural advertising. A well-known local example is Nin Jin herbal candy series. The actress always dresses up in an ancient Chinese costume, mimicking the famous Chinese historic icon, to catch the viewers' eyes such as Imperial Concubine Yang (楊貴妃), Meng Jiangnyu (孟姜女),

and Justice Pao (包青天). One of the international examples is Pepsi's commercial. The setting is a Chinese temple in which the leading character, a foreign boy, comes to learn Chinese Kung Fu. From these examples, the two products, herbal candy and soft drink, originally have nothing to do with culture. Obviously, cultural elements play an important role in the advertisements. And the trend to put cultural elements into the advertisements has become popular. In this way, can cultural elements guarantee advertising effectiveness?

Burgos (2008) proposed the following:

The use of cultural elements in advertising targeted to minority segments can help get the message through—but it certainly does not guarantee success.

Furthermore, the misuse or overuse of this type of tool can be counterproductive and negatively affect consumers' perceptions of brands. (p.177)

Some previous studies have examined advertising effectiveness from the aspect of culture-embedded ads (e.g., Appiah, 2001; Brumbaugh, 2002).

However, few of the previous researchers have conducted an empirical research to examine this issue in Taiwan; therefore, the role of cultural elements on the

advertising effectiveness toward Taiwanese people arouses the researcher's interest and makes the researcher shed light on this issue.

Participants

The study investigated Amis people's views toward culturally embedded advertisements. Amis people were chosen because they have a total population of about 177,000, which is the largest tribe among Taiwan's indigenous peoples. The area of Amis distribution stretches along plains around Mount Chilai in northern Hualien, south through to the long and narrow coastal plains and the hilly areas of Taitung and the Hengchun Peninsula of Pingtung (Council of Indigenous Peoples, Executive Yuan, 2010). However, the study focused on those who immigrated to the western Taiwan. According to Standard Period of Data: September 12 to September 18, 2010, more and more Amis people have left their hometown and moved to urban areas in Taiwan. The research was conducted in the central and northern Taiwan; most Amis participants were recruited in the central Taiwan but a large portion of them originated from the eastern Taiwan.



The purpose of the study is to examine if cultural elements have any effect on advertising effectiveness, especially in Taiwan, by manipulating the advertisements to investigate the public attitude and purchase intentions toward advertisements with cultural elements and to explore if the minority's strength of ethnic identity can differ the minority's decision.

Research Questions

To address the issues already outlined and to begin to fill the gaps in the previous studies, the present study is designed to address the following research questions.

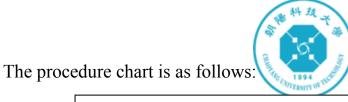
- 1. Will cultural elements on advertisements influence advertising effectiveness?
- 2. Will various (strong or weak) ethnic identifiers have different evaluations toward advertisements with or without cultural elements?
 Significance of the Study

With cultural elements frequently emerging in the advertisements, the abuse and overuse of cultural elements may pose a great threat toward the attitude toward the brand, Burgos and Brown (2008) speculated. Therefore, this study provides some functional suggestions for the advertising industry. The

advertising effectiveness is measured and the ethnic identity of Taiwanese aborigines is presented to serve as a good recommendation when the advertising industry wants to promote a product with cultural-element advertisements. In addition, this study will arouse more researchers to plunge into investigating the role of Taiwanese aboriginal cultural elements on the advertising effectiveness in the near future.

Procedure of the Study

The researcher found the questions and located the purpose of the study first. The advertisements with cultural elements have not been fully explored in Taiwan and this intrigued the researcher to investigate this issue. Concerning this, the relevant literature about ethnic identity and advertising effectiveness was gathered and investigated. After that the researcher set up the framework of the study and generated the hypotheses. Adapting previous measurements to develop the questionnaire was followed. The questionnaire was examined by experts and modified to suit this study. The formal questionnaire was distributed to Taiwanese aborigines and non-aborigines before the collecting and analyzing of the questionnaire. Finally, results and discussions came at the last part of the study. The research procedure is illustrated in *Figure 1*.



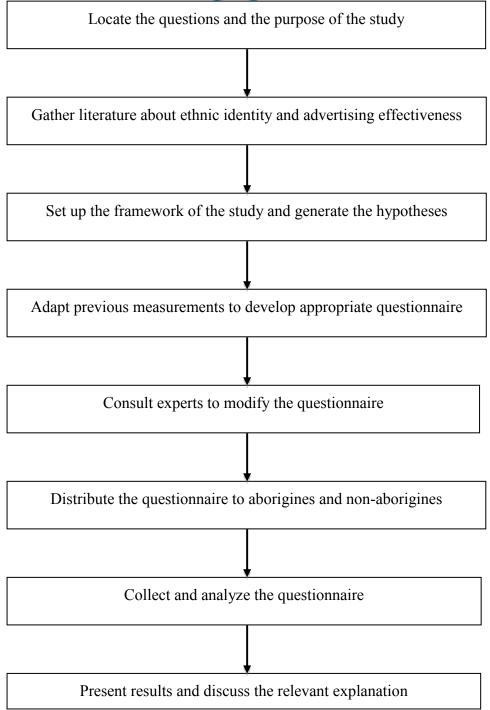


Figure 1. The procedure of the study.



In this section, the researcher showed that the current literature has had a gap on the role of cultural elements toward advertising effectiveness. Moreover, in terms of the advertising effectiveness of the advertisements with cultural elements in Taiwan, the existing literature is scarce. In the following, the pertinent cultural elements and experiment will be demonstrated if the cultural elements on the advertisement have an influence on advertising effectiveness.

Organization of the Thesis

The organization of this study is listed as follows. Chapter Two is literature review; the concept of cultural elements and ethnic identity are explored first.

The advertising effectiveness is proposed as well. Chapter Three is methodology; the experiment procedure is listed explicitly. Chapter Four is the results of the study; the demographic and statistical data is shown in this chapter. Chapter Five is the discussion; the possible explanation of the study is presented. The suggestions for advertising industry and future research are also included in this chapter.



LITERATURE REVIEW

The literature review that follows explores the theoretical basis and research issues that provide the conceptual framework for this study. First, it addresses the definition of cultural elements and ethnic identity. Then, it examines the advertising effectiveness by exploring advertisement attitude, brand attitude, product attitude and purchase intentions.

Cultural Elements

In the section of cultural elements, Baskerville (2003) showed that Hoftede's cultural dimension, power distance, uncertainty avoidance, individualism-collectivism, and masculinity-femininity is the most adopted categorization of culture when measuring culture. Jun and Lee (2007) suggested that "the defined cultural dimension is associated with differences in corporate visual identity across cultures" (p. 486). Hofsede's dimention has been favored by cross culture scholars on international organizations, Taras, Rowney, and Steel (2009) stated. However, Hofsede's dimention does not refer to ethnic culture but to national or organizational culture, which is not appropriate for this paper and not included.

Cultural elements can be simply regarded as cultural cues in this study.

Appiah (2001) suggested cultural cues refer to the values, symbols, ethics, rituals, traditions, material objects, and services possessed by the ethnic group (p.8). Holland and Gentry (1999) stated cultural symbols could include ethnic spokespeople and models. In Appiah's study, black cultural cues were utilized and examined. Johnson and Grier (2011) described that "an advertisement can be described as culturally embedded when it possesses multiple cues (e.g. vernacular, dress, images and symbols) of a specific culture" (p.237).

Various cultural elements can be utilized in the study but from previous studies, models in the advertisements (racial cues) were seen prevalently (Ueltschy and Krampf, 1997; Green, 1999; Appiah's, 2001; Whittler and Spira, 2002; Appiah and Liu, 2009). Languages were utilized in the study of Ueltschy and Krampf (1997). Attires and symbols were utilized in the studies of Johnson and Grier (2011) and Appiah and Liu (2009) respectively. It is not surprised to see racial cues utilized since previous studies mostly compared white vs. black; white vs. Chinese; Hispanic vs. white, Americans vs. Mexican Americans, which have distinctive differences from the appearances, while Taiwanese aborigines and some non-aborigines are quite similar from the appearances. To

avoid this bias, the author manipulated aboriginal attire to assess viewers' advertising effectiveness and purchase intentions.

Ethnic Identity

Many researchers have defined ethnic identity in different ways. Phinney (1990) reviewed the past studies from 1972 to 1990 and found that there was no conclusive definition of ethnic identity. Though it's still a long way to get a comprehensive theory of ethnic identity (Ong, Fuller-Rowell, and Phinney, 2010). Previous researchers had tried to define ethnic identity. Rosenthal and Feldman (1992) stated "the term ethnic identity has been used to denote ethinic group membership, self-identification of individuals, commitment and attitudes towards ethnic groups, and the acquisition and utilization of ethnic language, behaviours, values, and knowledge "(p.3). De Run (2007) indicated that "ethnic identity refers to one's identification with a specific ethnic group" (p.268). Phinney (1992) defined that ethnic identity is a person's knowledge of his or her membership in a social group and the value and emotional significance attached to that membership. Phinney's definition was adopted by the study since it was suitable to the purpose of the study.

Particularly, minorities' ethnic identity is worth exploring. Aaker,
Brumbaugh, and Grier (2000) stated that distinctive groups response favorably

Asian-American consumers have favorable responses when regarding the advertiser to be culturally sensitive. Elias, Appiah, and Gong (2011) proposed that ethnic identifications predict ethnic minorities' behavior, attitudes, and consumption practices. Distinctiveness theory suggests that a numeric minority should be greatly aware of their race (Appiah, 2004).

However, not all ethnic minorities perceive the same ethnic belonging sense. Minorities' responses vary based on their strength of ethnic identity, which can distinguish ethnic minorities apart. Green (1999) posited that strong identifiers are positive towards ads that feature their ethnic identity. Appiah (2001) claimed that "strong or high ethnic identifiers should display attitudes and behaviors that are consistent with the core cultural values (e.g., customs, language, dress, foods, religion, product use, and media use) of their ethnic group, which should thereby lead to a preference for advertisements and other media that depict these cultural values" (p.7). "On the contrary, weak ethnic identifiers should display attitudes and behaviors that are less consistent with traditional cultural values and closer to those of the dominant culture" (p.7).

Whittler and Spira (2002) also stated that Black participants who were strong ethnic identifiers favored Black models and had higher product evaluations and advertising attitude.

We argued that strong ethnic identifiers of Taiwanese aborigines would favor culture-embedded advertisements while weak ethnic identifiers would show indifferent or low attitudes toward culture-embedded advertisements. As for the measurement of ethnic identity, the study adopted Phinney's Multigroup Ethnic Identity Measure—Revised (MEIM—R) to measure ethnic identity. The most adopted ethnic identity measurement is Multigroup Ethnic Identity Measure (MEIM) from Phinney (1992). Several previous studies have utilized this measurement such as Appiah (2001), Appiah, and Liu (2009) and Johnson and Grier (2011). However, Phinney and Ong (2007) moderated its previous version to fit the trend. In the study of Ponterotto and Park-Taylor (2007), they discussed four distinguished ethnic identity measurements, including the Cross Racial Identity Scale (CRIS), the White Racial Consciousness Development Scale-Revised (WRCDS-R), the Ethnic Identity Scale (EIS) and the MEIM-R. Specifically, they addressed that the revised MEIM could serve as the best practice in measuring ethnic identity since it was more consistent with Erikson and Marcia's model in 1968 and in 1980 respectively and it was more

efficiently by adopting only 6 items in the measure; therefore, the study adopted MEIM—R to measure ethnic identity.

Advertising Effectiveness

Advertising effectiveness cannot be measured only through immediate sales. Lavidge and Steiner (1961) suggested three major functions of advertising. The first dimension is cognitive component-awareness and knowledge, related to information or ideas. The second dimension is affective component-liking and preference, having to do with favorable attitudes or feelings toward the product. The third dimension is conative or motivational component- conviction and purchase, the acquisition of the product. The framework affects the following researchers (Moorman, 1995; Nedungadi, 1990; Vakratsas and Ambler, 1999) and the recent researches have adopted advertisement attitude. brand attitude, product attitude and purchase intentions as major methods to examine advertising effectiveness (Huang and Chen, 2009). Table 1 to Table 4 is the collection of advertising effectiveness items. From previous studies, the author selected the most suitable question items to be the questionnaire of the study (see Table 5).



Table 1

The Items of Attitude Toward Advertisement from Previous Studies

Researchers	Items	Scales
McKay-Nesbitt,	1. good/ bad	9-point
Manchanda, Smith,	2. like/ dislike	semantic
and Huhmann (2011)	3. favorable/ unfavorable	differential
		items
Ruiz and Sicilia	1. positive/ negative	7-point
(2004)	2. good / bad	semantic
	3. favorable/ unfavorable	differential
	4. nice / not nice	scales
	5. I like it / I do not like it	
Kelly, Comello,	1. I don't like the ad/ I like the	9-point
Stanley, and Gonzalez	ad	semantic
(2010)	2. the ad doesn't grab my	differential
	attention/ the ad grabs my	items
	attention	
	3. the ad is not interesting/ the	
9	ad is very interesting	
Green (1999)	1. good/ bad	7-point scales
	2. like/ dislike	
	3. effective/ not effective	
	4. interesting/ not interesting	
Gkiouzepas and Hogg	1. liked/ disliked	9-point items
(2011)	2. good/ bad	
	3. pleasant/ unpleasant	
	(Cronbach's $\alpha = .82$)	
Biehal, Stephens, and	1. good/ bad	7-point scales
Curlo (1992)	2. like/ dislike	
	3. interesting/boring	
	4. creative/ uncreative	
	5. informative/ uninformative	
Paek, Choi, and	1. trustworthy	7-point Likert
Nelson (2010)	2. likable	scales
	3. attention-getting	
	4. interesting	
	5. convincing	
	6. persuasive	
Puntoni, Vanhamme,	1. not attractive/ attractive	7-point
and Visscher (2011)	2. bad/ good	semantic

	**	
	3. unpleasant/ pleasant4. unappealing/ appealing5. dull/ dynamic6. depressing/refreshing	differential scales
Pieters, Wedel, and	7. not enjoyable/ enjoyable 1. attractive	5-point
Batra (2010)	 2. useful 3. entertaining 4. good (Cronbach's α = .84) 	response scales
Sun, Lim, Jiang, Peng,	1. good/ bad	7-point Likert
and Chen (2010) Teng, Laroche, and Zhu (2007)	 favorable/ unfavorable very good very favorable highly creative very attractive 	scales 7-point scales
Johnson and Grier (2011)	 like/ dislike favourable/ unfavourable positive/ negative good/ bad 	semantic differential scales
Appiah and Liu (2004) ;Appiah and Liu (2009) ; Elias, Appiah, and Gong (2011)	 boring/ interesting bad/ good negative/ positive useless/ useful worthless/ valuable poor/ outstanding not for me/ for me weak/ strong not appealing/ appealing not attractive/ attractive not likeable/ likeable 	7-point semantic differential scales
Aaker, Brumbaugh, and Grier (2000)	 very bad / very good very unfavorable/ very favorable dislike very much/ like very much (α = .95) 	7-point scales
Whittler and Spira (2002)	1. unattractive/ attractive 2. favorable/ unfavorable 3. persuasive/ unpersuasive (a = .88)	Semantic differential scales

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Cecilia (2011)	1. offensive	7-point Likert
	2. useful	scales
	3. convincing.	
Ueltschy and Krampf	1. I really like the ad.	9-point Likert
(1997)	2. I found the ad to be good	scales
	3. I truly enjoyed the ad	
Martin, Lee, and Yang	1. bad/ good	5-point scales
(2004)	2. unconvincing/convincing	
	3. uninformative/informative	
	4. not interesting/interesting	
	5. unpleasant/ pleasant	
	6. not likeable/ likeable	
	7. not enjoyable/ enjoyable	

Table 2

The Items of Attitude Toward Brand from Previous Studies

Authors	Items	Scales
Kokkinaki and Lunt	1. like/ dislike	7-point scales
(1999)	2. appealing/ unappealing	
	3. attractive/ unattractive	
	4. desirable/ undesirable	
	(Alpha=o.88)	
Coulter and Punj	1. useful/useless	7-point
(1999)	2. important/ unimportant	semantic
	3. pleasant/ unpleasant	differential
		items
Ruiz and Sicilia	1. Attractive/ not attractive	7-point
(2004)	2. bad/ good	semantic
	3. nice/ not nice	differential
	4. it is worse than competing	scales
	brands/ it is better than	
	competing cameras	
	5. it is worthy/ it is not worthy	
	6. I like it/ I do not like it)	
Gkiouzepas and Hogg	1. favorable/ unfavorable	9-point items
(2011)	2. like/ dislike	
	3. positive/ negative"	
	(Cronbach's $\alpha = .89$).	

	(\$	
Biehal, Stephens, and	1. bad/ good	7-point scales
Curlo (1992)	2. dislike quite a lot / like	
	quite a lot	
	3. unpleasant/ pleasant	
	4. poor quality/ good quality	
Walsh, Winterich, and	1. good/ bad	9-point
Mittal (2010)	2. beneficial/ harmful	semantic
	3. desirable/ undesirable	differential
	4. nice/ awful	scales
Teng, Laroche, and	1. dislike quite a lot/ like quite	5 bipolar
Zhu (2007)	a lot	question items
	2. unsatisfactory/ satisfactory	
	3. very unappealing/ very	
	appealing	
Appiah (2001)	1. boring/ interesting	7-point
••	2. bad/ good	semantic
••	_	•
•• • •	2. bad/ good	semantic
	 bad/ good negative/ positive 	semantic differential
	 bad/ good negative/ positive useless/ useful 	semantic differential
	 bad/ good negative/ positive useless/ useful worthless/ valuable 	semantic differential
	 bad/ good negative/ positive useless/ useful worthless/ valuable poor/ outstanding 	semantic differential
	 bad/ good negative/ positive useless/ useful worthless/ valuable poor/ outstanding not for me/ for me 	semantic differential
	 bad/ good negative/ positive useless/ useful worthless/ valuable poor/ outstanding not for me/ for me weak/ strong 	semantic differential
	 bad/ good negative/ positive useless/ useful worthless/ valuable poor/ outstanding not for me/ for me weak/ strong not appealing/ appealing not attractive/ attractive not likable/ likable 	semantic differential scales
Martin, Lee, and Yang	 bad/ good negative/ positive useless/ useful worthless/ valuable poor/ outstanding not for me/ for me weak/ strong not appealing/ appealing not attractive/ attractive not likable/ likable bad/ good 	semantic differential
	 bad/ good negative/ positive useless/ useful worthless/ valuable poor/ outstanding not for me/ for me weak/ strong not appealing/ appealing not attractive/ attractive not likable/ likable bad/ good dislike/ like 	semantic differential scales
Martin, Lee, and Yang	 bad/ good negative/ positive useless/ useful worthless/ valuable poor/ outstanding not for me/ for me weak/ strong not appealing/ appealing not attractive/ attractive not likable/ likable bad/ good 	semantic differential scales

Table 3

The Items of Attitude Toward Product from Previous Studies

Authors	Items	Scales
Paek, Choi, and	1. bad/ good	5 bipolar
Nelson (2010)	2. disliked/ liked	question items
	3. unfavorable/ favorable	
	4. wise/ foolish	
	5. negative/positive	
Luna and Peracchio	1. labeled poor	5- points scales
(2001)	value/excellent value	

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	2. poor quality/High quality	
	3. boring/Exciting	
	4. common/Unique	
Supphellen and	1. good/ bad	9-point scales
Rittenburg (2001)	2. like/ dislike	•
	3. nice/ not nice	
Luna and Peracchio	1. poor quality/ high quality	5- points scales
(2005)	2. not appealing at all/very	
	appealing	
	3. I would not buy it/ I might	
	buy it	
	4. I would not recommend it	
	to a friend/ I would	
	recommend it to a friend	
	5. mediocre/ exceptional	
	6. very bad / very good	
Whittler and Spira	1. bad/ good	Semantic
(2002)	2. satisfactory/ unsatisfactory	differential
	3. low quality/ high quality	scales
	(a = .92).	
Cecilia (2011)	1. good/ bad	7-point bipolar
	2. positive/ negative	scales
	3. boring/ exciting	
	4. exceptional/ mediocre	

Table 4

The Items of Purchase Intentions from Previous Studies

Authors	Items	Scales
Walker and Dubitsky (1994)	1. definitely will buy/ probably will buy/ might or might not buy/ definitely will not buy	5-point scales
Ruiz and Sicilia (2004)	 unlikely/ likely improbable/ probable impossible/ possible 	7-point semantic differential scales
Green (1999)	1. likely/ unlikely 2. probable/ improbable	7-point scales
Paek, Choi, and Nelson (2010)	1. definitely would buy the product/ definitely would not buy the product	7-point bipolar items

	2. definitely the next went this	
	definitely do not want this product/ definitely want this product	
	3. indicate the likelihood they would buy the advertised product	A constant-sum scale (subjects allocated 100 points)
Teng, Laroche, and Zhu (2007)	 I would definitely intend to buy it. I would absolutely consider buying it. I would definitely expect to buy it. I would absolutely plan to buy it. 	7-point scales
Huang and Chen (2009)	 I would like to purchase it. I would recommend it to my family or close friends. I would choose to purchase it among the same price products. 	7-point scales
Appiah and Liu (2009)	1. the likelihood that they would purchase the products in the ads	7-point Likert scales
Cecilia (2011)	1. If you could, would you buy this product?	7-point Likert scales
Martin, Lee, and Yang (2004)	 improbable/ probable unlikely/ likely impossible/ possible 	5-point scales

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Sierra, Hyman, and Heiser (2010) reviewed the literature and mentioned that all studies regarding ethnic identity and advertising effectiveness assess some attitudes such as attitude toward the ad and attitude toward the brand. Ten of the studies they reviewed measured purchase intention and only three of the studies measured ethnic identification with the advertisement. Only one study examined

ethnic identification with the ad and its effect on purchase intentions of the advertised brand. From their finding, few studies investigated attitude toward advertisement, brand attitude toward advertisement, product attitude toward advertisement and purchase intention within the setting of cultural elements and ethnic identity at the same time. This study narrowed the gap to investigate the three attitudes of advertising effectiveness and purchase intention within the setting of cultural elements and ethnic identity.

Cultural Elements in Advertising

Some previous researchers have sensed this trend and started to question the advertising effectiveness of cultural elements. Aaker, Brumbaugh, and Grier (2000) showed that "felt similarity favorably influenced attitude toward the advertisement as did felt targedness" (p.133). Appiah and Liu (2009) investigated the responses of Chinese consumers and white consumers toward culturally embedded advertisements. Their result indicated that different ethnic group perceived culturally embedded advertisements differently. Compared to low Chinese culturally embedded ads, Chinese consumers favored high Chinese culturally embedded advertisements. However, white consumers sometimes favored white culturally embedded ads more than Chinese culturally embedded ads; sometimes they showed no difference between Chinese culturally

embedded ads and white culturally embedded ads. In the study of Cecilia, M. (2011), the result showed that cultural elements did not affect advertising effectiveness significantly both for American and Mexican participants.

In terms of the relationship between the level of ethnic identity and advertising effectiveness, Green (1999) adopted African-Americans as the ethnic group to examine effects of strength of ethnic identification, media placement, and ad racial composition on attitudes and purchase intentions. In the study, strong ethnic identifiers generally have more positive evaluations of ads, featuring African-Americans; weak ethnic identifiers have more positive evaluations of ads, featuring whites. Cecilia (2011) stated that Mexican cultural elements had a positive impact on advertising effectiveness for the Mexican-American participants with high cultural orientation.

Statement of the Problems

Previous studies did not show a conclusive result whether cultural elements in advertising have a positive effect or not. However, previous studies pointed out that strong or weak ethnic identity did have an impact on ethnic minorities' attitude of advertising effectiveness. Therefore, this study tried to explore cultural elements and different ethnic identifiers on advertising effectiveness in Taiwan to enrich contemporary literature.



METHODOLOGY

By using print ads for the purpose of the study, a 2 X 2 experimental design was developed. There were two treatments in the completely randomized factorial design: cultural elements in the ads (with cultural elements or without cultural elements) and participants (aborigines or none-aborigines).

Research Design

Purpose of the study

The purpose of the study is to examine if cultural elements can affect advertising effectiveness, especially in Taiwan, through the manipulation of advertisements with or without cultural elements to investigate the public attitude and purchase intention and to explore if the minority's strength of ethnic identity can differentiate their decisions.

Research Questions

This study focuses on the following research questions.

1. Will cultural elements on advertisements influence advertising effectiveness?

2. Will various (strong or weak) ethnic identifiers have different evaluations toward advertisements with or without cultural elements?

Hypotheses

Based on the research questions, the hypotheses are proposed as follows.

H1a: Advertisements with cultural elements have higher advertising effectiveness among aborigines.

H1b: Advertisements with cultural elements have higher advertising effectiveness among non-aborigines.

H2: Strong ethnic identifiers have higher evaluations toward advertisements containing cultural elements, while weak ethnic identifiers have lower evaluations or show no difference toward advertisements containing cultural elements.

H3a: Advertisements with cultural elements affect purchase intention positively.

H3b: Advertisements without cultural elements affect purchase intention positively.

H4: Viewers' characteristics moderate advertising effectiveness and purchase intention.

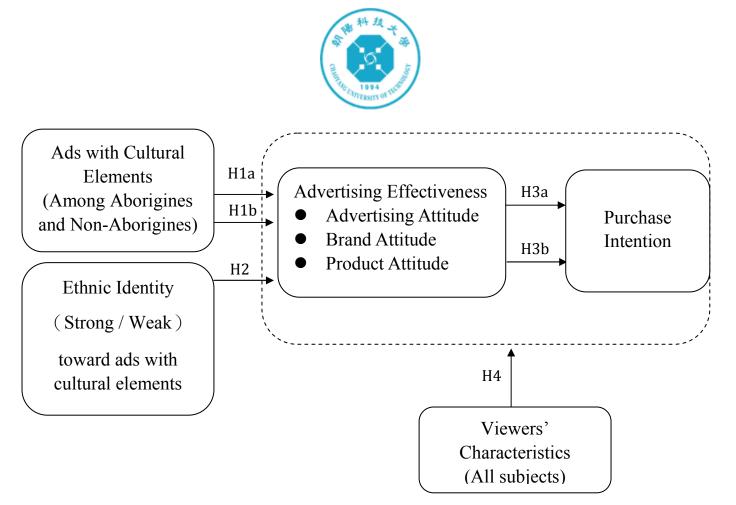


Figure 2. Research framework.

Variables

There are several variables is this study. One main independent variable, advertisements with cultural elements, was utilized in this study. Another independent variable, the ethnic identity of the participants, was manipulated. And the strength of ethnic identity was scaled by *Multigroup Ethnic Identity Measure*. The dependent variable was the advertising effectiveness, consisting of attitudes toward the advertisement, attitude toward the brand, attitude toward the product and purchase intentions.





Participants in the study were recruited from several public places in central and northern Taiwan, such as the museums, schools, churches, stadiums and aboriginal villages. These locations allowed access to broad and varied aborigines and non-aborigines. Also, churches, stadiums and aboriginal villages were chosen since they were ethnic based. As for aborigines, selecting only Amis people was difficult, thus the authors included all aboriginal groups during data collection but chose only Amis people for further analyses.

Data Collection Procedures

Data collection was conducted over a one-month period. Participants were interviewed individually or in groups of 2 to 10 people at a time. Each participant randomly received a folder containing one of the two types of stimulus ads and a study questionnaire. The researcher informed the participants that they would look at an advertisement first and then completed a questionnaire; they would be further informed to look at the ad for as long as they wanted to and when finished, to turn the ad over and to wait for further instructions. When they were instructed to do so, the participants examined the poster—participants would look at the ads anywhere from 15 to 40 seconds, with the average time of about 30 seconds. After all of the participants had

turned their ads over, the interviewer instructed them to take out the questionnaire. The entire data collection process took approximately 10 to 15 minutes. At the end of the process, participants selected a gift as a reward for their participation.

Stimulus

Four different stimulus ads were created, including 2 print ads with cultural elements and 2 print ads without cultural elements. All aspects of the ads—the context, colors, word copy—were exactly the same in all of the ads. Only the mix of cultural elements was manipulated in each ad to reflect the two treatment conditions. The study manipulated costume as the cultural elements since the appearance of the characters could not accurately differentiate Taiwanese aborigines and non-aborigines. The aboriginal costume of the character was directly derived from Taiwanese aborigines, Amis, while the counter ads adopts normal clothing to express the difference between the two stimuli.

Two products, Taiwan Beer and Holiday KTV, were selected because they were low-involved products and people in Taiwan were familiar with these two brands. These two products were related to aborigines since Taiwanese aborigines had good voice and enjoying drinking in their free time. However, the print advertisements were fictitious to suit the purpose of the study.



The participants answered four measurements, including attitude toward the advertisement, attitude toward the brand, attitude toward the product, and purchase intentions. The advertising effectiveness was gathered through these four measurements. In the meantime, aboriginal participants filled out the fifth measurement in which the researcher collected the strength of ethnic identity. Participants indicated their responses by checking one of the choices on the items. The participants were also asked to indicate whether or not they had been previously exposed to the advertisements. The measures are stated as follows. *Attitude Toward the Ad*

Participants' attitude toward the advertisement was measured with a six seven-point semantic differential items (not attractive/attractive, bad/good, unpleasant/ pleasant, dull/dynamic, depressing/refreshing, not enjoyable/enjoyable) adapted from the research of Puntoni, Vanhamme, and Visscher (2011).



Attitude Toward the Brand

Participants' attitude toward the brand was measured with a six seven-point semantic differential items (attractive/ not attractive, bad/ good, nice/ not nice, it is worse than competing brands/ it is better than competing brands, it is worthy/ it is not worthy, I like it/ I do not like it) adapted from the study of Ruiz and Sicilia (2004).

Attitude Toward the Product

Participants' attitude toward the brand was measured with a 5 bipolar question items (bad/ good, disliked/liked, unfavorable/favorable, negative/positive) adapted from the study of Paek, Choi, and Nelson (2010). *Purchase Intention*

Participants' purchase intention were measured with a seven-point scales (I would like to purchase it./ I would recommend it to my family or close friends. / I would choose to purchase it among the same price products.) adapted from the study of Huang and Chen (2009).

Ethnic Identity

Aborigines' ethnic identity was measured by Multigroup Ethnic Identity

Measure—Revised (MEIM—R) adapted from Phinney and Ong (2007) to

measure ethnic identity. The six items are as follows.

- 1. I have spent time trying to find out more about my ethnic group, such as its history, traditions, and customs.
- 2. I have a strong sense of belonging to my own ethnic group.
- 3. I understand pretty well what my ethnic group membership means to me.
- 4. I have often done things that will help me understand my ethnic background better.
- 5. I have often talked to other people in order to learn more about my ethnic group.
- 6. I feel a strong attachment towards my own ethnic group.

The original response options were on a 5-point scale from strongly disagree (1) to strongly agree (5), with 3 as a neutral position. This study turned the 5-point scale into 7-point scale, from strongly disagree (1) to strongly agree (7), with 4 as a neutral position to fit the purpose of the study.

All the measurement was translated from English into Chinese except purchase intentions items. The formal questionnaire was viewed by experts first and revised to fit the purpose of the study (see Appendix A). The operational definition and evaluation questions are listed as Table 5.



Table 5 Operational Definition and Evaluation Questions

Variables	Operational Definition	Evaluation Questions	Reference
Attitude Toward the	Attitude toward the advertisements measures	 not attractive/ attractive bad/ good 	Puntoni, Vanhamme,
Advertisement	the participants' liking level after being exposed to the print advertisements. (With/ Without cultural elements)	3. unpleasant/ pleasant4. dull/ dynamic5. depressing/ refreshing6. not enjoyable/ enjoyable	and Visscher (2011)
Attitude Toward the Brand	Attitude toward the brand measures the participants' liking level to the brand presented in the print advertisements.	 attractive/ not attractive bad/ good nice/ not nice it is worse than competing brands/ it is better than competing brands it is worthy/ it is not worthy I like it/ I do not like it 	Ruiz and Sicilia (2004)
Attitude Toward the Product	Attitude toward the product measures the participants' liking level of the products presented in the print advertisements. (Taiwan Beer and Holiday KTV)	 bad/ good disliked/ liked unfavorable/ favorable negative/ positive 	Paek, Choi, and Nelson (2010)
Purchase Intention	Purchase intention measures the intention that participants want to purchase the products in the print advertisements.	 I would like to purchase it. I would recommend it to my family or close friends. I would choose to purchase it among the same price products. 	Huang and Chen (2009)
Ethnic Identity	Ethnic identity measures ethnic minorities' strong or weak understanding, belonging, and attachment toward their ethnic group.	 I have spent time trying to find out more about my ethnic group, such as its history, traditions, and customs. I have a strong sense of belonging to my own ethnic group. I understand pretty well what my ethnic group membership means to me. I have often done things that will help me understand my ethnic background better. I have often talked to other people in order to learn more about my ethnic group. I feel a strong attachment towards my own ethnic group. 	Phinney and Ong (2007)



After collecting the questionnaires, the researcher employed the Statistic Package for the Social Science for Windows (SPSS) 18.0 version to compute the data analysis of the study. First, in order to understand the participant background information, the researcher utilized descriptive statistics to summarize and analyze the data. Additionally, multiple regression equation and ANOVA were conducted to examine hypotheses. Specifically, H3 was examined by multiple regression equation. The rest of the hypotheses (H1a, H1b, H2, and H4) were examined through ANOVA analysis.



Chapter four has four sections; the first section presents the descriptive demographic information of the participants. In the second section, reliability analysis was adopted to analyze the data. In the third section, the study used multiple regression analysis to examine the effects of advertising effectiveness on viewers' purchase intentions. ANOVA was executed in the fourth section to explain the interaction of cultural elements and viewers' ethnicity and how this interaction influenced advertising effectiveness.

Demographic Information

A total of 371 participants were recruited in central and northern Taiwan; 51.8% were males; 32.9% were 21-30 years of age; 35.8% participants' educational background was undergraduate; 57.4% participants' income was lower than NT\$25,000 per month; 51.5% were from central Taiwan; 134 participants were aborigines, 237 participants were non-aborigines (See Table 6). Specifically, aborigines who did not indicate Amis as his/her identity were not included in this study.



Table 6

Demographic Data

Demographi	c Data	Sample (%)		
Ethnicity	Aborigines	134 (36.1%)		
	Non-aborigines	237 (63.9%)		
			Aborigines	Non-aborigines
Gender	Male	192 (51.8%)	74(55.2 %)	118(49.8%)
	Female	179 (48.2%)	60(44.8%)	119(50.2%)
Age (years	Under 20	29(7.8%)	11(8.2%)	18(7.6%)
old)	21-30	122(32.9%)	35(26.1%)	87(36.7%)
	31-40	97(26.1%)	32(23.9%)	65(27.4%)
	41-50	43(11.6%)	16(11.9%)	27(11.4%)
	51-60	53(14.3%)	22(16.4%)	31(13.1%)
	Above 61	27(7.3%)	18(13.4%)	9(3.8%)
Education	Elementary/Junior High	74(19.9%)	50(37.3%)	24(10.1%)
	Senior High	120(32.3%)	60(44.8%)	60(25.3%)
	Undergraduate	133(35.8%)	24(17.9%)	109(46.0%)
	Graduate	44(11.9%)	0(0%)	44(18.6%)
Income	Lower than 16,800	134(36.1%)	64(47.8%)	70(29.5%)
(NT	16,801-25,000	79(21.3%)	30(22.4%)	49(20.7%)
dollar/per	25,001-35,000	71(19.1%)	18(13.4%)	53(22.4%)
month)	35,001-60,000	55(14.8%)	10(7.5%)	45(19.0%)
,	60,001-80,000	16(4.3%)	3(2.2%)	13(5.5%)
	Higher than 80,000	16(4.3%)	9(6.7%)	7(3.0%)
Occupation	Student	57(15.4%)	12(9%)	45(19%)
_	Housekeeper	71(19.1%)	43(32.1%)	28(11.8%)
	Service Staff	93(25.1%)	30(22.4%)	63(26.6%)
	Professional	45(12.1%)	17(12.7%)	28(11.8%)
	Supervisor or Governor	45(12.1%)	4(3.0%)	41(17.3%)
	Other	60(16.2%)	28(20.9%)	32(13.5%)
Original	Northern Taiwan	57(15.4%)	25(18.7%)	32(13.5%)
Inhabitance	Central Taiwan	191(51.5%)	20(14.9%)	171(72.2%)
	Southern Taiwan	18(4.9%)	0(0%)	18(7.6%)
	Eastern Taiwan	105(28.3%)	89(66.4%)	16(6.8%)



The questionnaire is composed of five major parts, including purchase intentions, advertising attitude, brand attitude, product attitude, and ethnic identity. This study adopted reliability analysis to ensure the internal consistency among the items in each part of the questionnaire and reliability was assessed by Cronbach's α . All the figures were higher than 0.88 of Cronbach's α , which indicates high reliability.

The 3-item measure of purchase intentions achieved high reliability both in the product Taiwan Beer (α =0.94 and 0.909 among aborigines and non-aborigines respectively) and Holiday KTV (α =0.965 and 0.959 among aborigines and non-aborigines respectively) questionnaires. The value of Cronbach's α was above 0.88 in the items of advertising effectiveness. As for the 6-item ethnic identity, its Cronbach's α was up to 0.978.

The result of reliability analysis is comprehensible since all the items were adapted from previous studies. The purchase intentions items were adapted from Huang & Chen (2009), the advertising attitude items from Puntoni, Vanhamme, & Visscher (2011), the brand attitude items from Ruiz & Sicilia (2004), the product attitude items from Paek, Choi, & Nelson (2010) and the

ethnic identity items were adapted from Phinney (2007). The result of reliability analysis is presented as Table 7.

Table 7

Reliability Analysis

Variable	Variables		Cronbach's α				
		-	Abor	igines	Non-Ab	origines	
Purchase Inte	entions	3	Beer	0.940	Beer	0.909	
			KTV	0.965	KTV	0.959	
Advertising	Aad	6	Beer	0.968	Beer	0.884	
Effectiveness			KTV	0.965	KTV	0.913	
	Ab	6	Beer	0.949	Beer	0.932	
			KTV	0.956	KTV	0.958	
	Ap	4	Beer	0.902	Beer	0.953	
			KTV	0.942	KTV	0.968	
Ethnic Identity		6	0.9	978			

Note. Aad= Attitude toward advertisement. Ab= Attitude toward brand. Ap= Attitude toward product

Multiple Regression Analysis

Multiple regression analysis was utilized to test hypothesis H3a and H3b, exploring the relationship between advertising effectiveness and purchase intentions. H3a proposed advertisements with cultural elements affect purchase intention positively; H3b proposed advertisements without cultural elements

affect purchase intention positively. The result of multiple regression analysis was shown as Table 8 and Table 9.

Among aborigines, the explanatory ability of purchase intention in the advertisements with cultural elements was 94.3% and 92.8% for Taiwan Beer and Holiday KTV respectively (R^2 =0.943 and R^2 =0.928). Among nonaborigines, the explanatory ability of purchase intention in the advertisements with cultural element was 94.4% and 92.6% for Taiwan Beer and Holiday KTV respectively (R^2 =0.944 and R^2 =0.926). Among aborigines, only advertising attitude and product attitude toward Taiwan Beer advertisements with cultural elements and product attitude toward Holiday KTV advertisements with cultural elements had significance (p<0.05). Among non-aborigines, only brand attitude toward Taiwan Beer advertisements with cultural elements had significance (p<0.05); advertising attitude and product attitude toward Holiday KTV advertisements with cultural elements had significance (p<0.05) advertising attitude and product attitude toward Holiday KTV advertisements with cultural elements had significance (p<0.05) as well.



Table 8

The impact of advertising effectiveness on purchase intentions (Ads with Cultural Elements)

	Aborigines						
		R^2	β	t	p		
Beer	Aad	0.943	0.318	2.757	.008**		
	Ab		0.167	0.791	.433		
	Ap		0.503	3.146	.003**		
KTV	Aad	0.928	0.030	0.229	.819		
	Ab		0.232	1.397	.168		
	Ap		0.711	4.692	.000**		
		Non-a	borigines		_		
		R^2	β	t	p		
Beer	Aad	0.944	0.210	1.934	.056*		
	Ab		0.647	4.312	.000**		
	Ap		0.121	0.805	.423		
KTV	Aad	0.926	0.227	2.113	.037**		
	Ab		0.299	1.554	.123		
	Ap		0.444	2.249	.027**		

Note. Aad= Attitude toward advertisement. Ab= Attitude toward brand.

Ap= Attitude toward product

Among aborigines, the explanatory ability of purchase intention in the advertisements without cultural elements was 97.3% and 99.0% for Taiwan Beer and Holiday KTV respectively (R^2 =0.973 and R^2 =0.990). Among nonaborigines, the explanatory ability of purchase intention in the advertisements with cultural element was 92.2% and 95.0% for Taiwan Beer and Holiday KTV respectively (R^2 =0.922 and R^2 =0.950). Among aborigines, only brand attitude

toward Taiwan Beer advertisements without cultural elements didn't have significance (p>0.05). Among non-aborigines, brand attitude and product attitude toward Taiwan Beer advertisements with cultural elements had significance (p<0.05); advertising attitude toward Holiday KTV advertisements with cultural elements had significance (p<0.05).

Table 9

The impact of advertising effectiveness on purchase intentions (Ads Without Cultural Elements)

	Aborigines						
		R^2	β	t	p		
Beer	Aad	0.973	0.533	2.754	.007**		
	Ab		0.095	0.374	.709		
	Ap		0.361	1.814	.074**		
KTV	Aad	0.990	0.413	2.874	.005**		
	Ab		0.319	2.151	.035**		
	Ap		0.264	2.222	.029**		
		Non-	aborigines				
		R^2	β	t	p		
Beer	Aad	0.922	0.110	1.211	.228		
	Ab		0.296	2.142	.034**		
	Ap		0.563	3.711	**000.		
KTV	Aad	0.950	0.698	3.825	.000**		
	Ab		0.159	0.926	.356		
	Ap		0.122	1.447	.150		

Note. Aad= Attitude toward advertisement. Ab= Attitude toward brand. Ap= Attitude toward product

The results suggested that advertising effectiveness did not influence purchase intentions in every variable no matter on the advertisements with or

without cultural elements. Therefore, H3a, advertisements with cultural elements affect purchase intention positively, and H3b, advertisements without cultural elements affect purchase intention positively, were partly supported.

ANOVA Analysis

ANOVA analysis was adopted to determine if the average of a group of data is different from that of other (multiple) groups of data. In this study, ANOVA was used to examine H1a, H1b, H2 and H4.

From Table 10 *Aborigines' Evaluations Toward Advertisements with or Without Cultural Elements*, the results showed no difference on advertising attitude and brand attitude (p>0.1). Surprisingly, advertisements without cultural elements had higher Mean values than those with cultural elements in purchase intentions (Taiwan Beer advertisements without and with cultural elements: Mean=5.5800, Mean= 4.9254 respectively, p<0.05; Holiday KTV ads without and with cultural elements: Mean=4.8384, Mean= 4.2632 respectively, p<0.05). Holiday KTV advertisement without cultural elements had higher Mean values than that with cultural elements in product attitude (Without: Mean=5.0603, With: Mean= 4.6941, p<0.1). According to the results, H1a, advertisements with cultural elements have higher advertising effectiveness among aborigines, was not supported.



Table 10

Aborigines' Evaluations Toward Advertisements with or Without Cultural Elements

Dimensions		Cultural Elements	Mean	P-value
	Daam	With	4.9254	.008**
Purchase	Beer	Without	5.5800	.008***
Intentions	KTV	With	4.2632	.008**
	K1 V	Without	4.8384	.008
Attitude	Beer	With	4.9978	.113
Toward	Deel	Without	4.6031	.113
Advertisement	KTV	With	4.5548	.830
		Without	4.5059	.830
	Beer	With	5.1162	.614
Attitude		Without	5.2153	.014
Toward Brand	KTV	With	4.5526	.116
	K1 V	Without	4.8390	.110
Attitudo	Beer	With	5.2270	.712
Attitude	Deel	Without	5.1595	./12
Toward Product	KTV	With	4.6941	.068*
rioduct	IX I V	Without	5.0603	.008

From Table 11 *Non-aborigines' Evaluations Toward Advertisements with or Without Cultural Elements*, the results showed no difference on brand attitude and product attitude (p>0.1). Advertisements without cultural elements had higher Mean values than those with cultural elements in advertising attitude (Taiwan Beer advertisements without and with cultural elements: Mean=4.7976, Mean= 4.4427 respectively, p<0.05; Holiday KTV ads without and with cultural elements: Mean=4.5818, Mean= 4.1627 respectively, p<0.05). Taiwan Beer

advertisement without cultural elements had higher Mean values than that with cultural elements in purchase intentions (Without: Mean=5.2321, With: Mean=4.4960, p<0.05). According to the results, H1b, advertisements with cultural elements have higher advertising effectiveness among non-aborigines, was not supported.

Table 11

Non-aborigines' Evaluations Toward Advertisements with or Without Cultural

Elements

Dimension	ns	Cultural Elements	M	P
	Beer	With	4.4960	.000**
Purchase	Deel	Without	5.2321	.000
Intention	KTV	With	4.5947	.193
	KIV	Without	4.8452	.193
Attitude	Beer	With	4.4427	.037**
Toward	Beei	Without	4.7976	.037
Advertisement	KTV	With	4.1627	.024**
		Without	4.5818	.024
	Beer	With	5.0507	.727
Attitude		Without	5.1071	.121
Toward Brand	KTV	With	4.7600	.130
	IX I V	Without	5.0283	.130
Attitude	Beer	With	5.1100	.456
Toward	Deel	Without	5.0022	.430
Product	KTV	With	4.8880	.485
Product	N 1 V	Without	5.0112	.403

The result of different ethnic identifiers' evaluations toward advertisements with cultural elements was shown as Table 12. Among 134

aboriginal participants, 58 aborigines were randomly assigned to see advertisements with cultural elements. The average response of ethnic identity measure was 5.70(SD= 1.54); therefore, those whose ethnic identity scores were higher than 5.70 were classified as strong identifiers, while those whose ethnic identity scores were lower than 5.70 were weak identifiers. Twenty-four aborigines (41.4%) were weak identifiers and thirty-four aborigines (58.6%) were strong identifies. According to the result, all strong identifiers had higher means than weak identifiers from purchase intention, advertising attitude, brand attitude to product attitude (p<0.05). It indicated that strong ethnic identifiers have higher evaluations toward advertisements containing cultural elements. while weak ethnic identifiers have lower evaluations or show no difference toward advertisements containing cultural elements; therefore, H2 was supported.



Table 12

Different Ethnic Identifiers' Evaluations Toward Advertisements with Cultural Elements

Dimensions		Ethnic Identity	Mean	P-value
	Beer	Weak	4.5688	.000**
Purchase	Deel	Strong	6.2938	.000
Intention	KTV	Weak	3.4996	.000**
	K1 V	Strong	5.7835	.000
Attitudo	Beer	Weak	3.5342	.001**
Attitude	Deel	Strong	5.3576	.001
Toward Advertisement	KTV	Weak	3.5838	.002**
		Strong	5.1568	.002 * *
	Beer	Weak	4.2842	.000**
Attitude		Strong	5.8726	.000
Toward Brand	KTV	Weak	4.2217	.009**
	K1 V	Strong	5.2747	.009**
Attitude	Beer	Weak	4.3125	.000**
Toward Product	Deel	Strong	5.7574	.000
	KTV	Weak	3.8646	.000**
	IX I V	Strong	5.9044	.000

As for H4, viewers' characteristics moderate advertising effectiveness and purchase intention, was evaluated by ANOVA analysis as well. From Table 13 to Table 16, the results were presented. Among viewers' characteristic traits, viewers' gender did not affect their attitude in every variable (p<0.1). Viewers whose age below 20 and whose education level were senior high had higher mean values about Holiday KTV advertisements. Those whose monthly salary



According to the result, H4 was partly supported.

Table 13

Viewers' Characteristics Toward Purchase Intention

Male Female Source Female Female Source Female Source Source Female Source Source Female Source Sou	Viewers' Characteristics		Mean	P-value	Mean	P-value	
Female	Viewe	tis Characteristics	В	Beer		KTV	
Cocupation Control C	Gondon	Male	4.9288	0.526	4.5884	0.460	
Age	Gender	Female	5.0260	0.320	4.6964	0.400	
Age 31-40		Under 20	4.9885		4.9424		
Age		21-30	4.8878		4.8059		
Size	A ~~	31-40	4.9656	402	4.8143	010**	
Above 61 4.5556 3.9505	Age	41-50	5.2402	.402	4.3643	.010	
Education Elementary/Junior High Undergraduate 4.9323 (4.1891) 4.6082 (4.8996) .006** Graduate 4.7919 (4.8996) 4.8996 (4.7045) 4.6082 (4.8996) .006** Lower than 16,800 (NT (NT (25,001-35,000) (NT (25,001-35,000) (4.8778) (NT (25,001-35,000) (4.8778) (4.5152) (4.5152) 4.6244 (4.5152) (4.5152) (4.5152) .187 Mollar/per (Month) 35,001-60,000 (5.3515) (4.5152) (5.1040) 5.1040 (4.5439) (4.5439) (4.5439) 4.9356 (4.5338) (4.5398) (4.5398) (4.5398) (4.5398) (4.5398) (4.5405)		51-60	5.1886		4.3521		
Education Senior High Undergraduate Graduate 5.4111 4.7919 .000** 4.6082 4.8996 .006*** Lower than 16,800 4.7761 4.7045 4.6889 Income 16,801-25,000 4.9155 4.4344 (NT 25,001-35,000 4.8778 .005** 4.6244 dollar/per month) 35,001-60,000 5.3515 5.1040 Higher than 80,000 6.1458 5.2915 Student 4.5439 4.9356 Housekeeper 4.9858 4.5398 Service Staff 5.2223 .122 4.8709 Professional 4.9330 .122 4.5405 Supervisor or Governor 4.8296 4.5333 Other 5.1332 4.2778 Northern Taiwan 5.4151 4.7073 Original Inhabitance Central Taiwan 5.2778 4.6719 Identity Aborigines 5.2088 022** 4.5122 Identity Aborigines 5.2088 022** 4.5122		Above 61	4.5556		3.9505		
Undergraduate 4.7919 .000** 4.8996 .006** Graduate 4.4167 4.7045 Lower than 16,800 4.7761 4.6889 Income 16,801-25,000 4.9155 4.4344 (NT 25,001-35,000 4.8778 4.6244 dollar/per 35,001-60,000 5.3515 .005** 4.5152 month) 60,001-80,000 4.9165 5.1040 Higher than 80,000 6.1458 5.2915 Student 4.5439 4.9356 Housekeeper 4.9858 4.5398 Service Staff 5.2223 .122 4.8709 Professional 4.9330 3.122 4.5405 Occupation Other 5.1332 4.2778 Original Central Taiwan 5.4151 4.7073 Original Central Taiwan 5.4151 4.7073 Original Central Taiwan 5.2778 4.6719 Inhabitance Southern Taiwan 5.2778 4.6379 Identity Aborigines 5.2088 022** 4.5122 186		Elementary/Junior High	4.9323		4.1891		
Condergraduate 4.7919 4.8996 Graduate 4.4167 4.7045	E donation	Senior High	5.4111	000**	4.6082	00(**	
Lower than 16,800	Education	Undergraduate	4.7919	.000**	4.8996	.006***	
Income		Graduate	4.4167		4.7045		
(NT dollar/per dollar/per month) 25,001-35,000 (3.3515) 4.6244 (4.5152) 1.87 month) 60,001-80,000 (6.000) 4.9165 (5.1040) 5.1040 Higher than 80,000 (1.458) 5.2915 (1.2915) Student (1.5439) 4.9356 (1.293) Housekeeper (1.5439) 4.5398 (1.293) Service Staff (1.5439) 4.5398 (1.293) Professional (1.5439) 4.9330 (1.293) Supervisor or Governor (1.5439) 4.5405 (1.293) Other (1.5439) 4.5333 (1.293) Original (1.5439) Northern Taiwan (1.54151) Original (1.5439) Central Taiwan (1.54151) Southern Taiwan (1.5439) 4.6719 (1.3111) Eastern Taiwan (1.5439) 4.6379 (1.3111) Identity (1.5439) Aborigines (1.5208) O22** 4.5122 (1.864)		Lower than 16,800	4.7761		4.6889	107	
dollar/per month) 35,001-60,000	Income	16,801-25,000	4.9155		4.4344		
month) 35,001-60,000 5.3515 4.5132 month) 60,001-80,000 4.9165 5.1040 Higher than 80,000 6.1458 5.2915 Student 4.5439 4.9356 Housekeeper 4.9858 4.5398 Service Staff 5.2223 4.8709 Professional 4.9330 4.5405 Supervisor or Governor 4.8296 4.5333 Other 5.1332 4.2778 Northern Taiwan 5.4151 4.7073 Central Taiwan 4.7417 .009** 4.6719 Jame of the company of the compan	(NT	25,001-35,000	4.8778	005**	4.6244		
Higher than 80,000 6.1458 5.2915 Student 4.5439 4.9356 Housekeeper 4.9858 4.5398 Service Staff 5.2223 4.8709 Professional 4.9330 4.5405 Supervisor or Governor 4.8296 4.5333 Other 5.1332 4.2778 Northern Taiwan 5.4151 4.7073 Original Inhabitance Central Taiwan 4.7417 009** 4.6719 Inhabitance Southern Taiwan 5.2778 4.6719 4.6379 Identity Aborigines 5.2088 022** 4.5122 186	dollar/per	35,001-60,000	5.3515	.005***	4.5152	.187	
Occupation Student Housekeeper Houseke	month)	60,001-80,000	4.9165		5.1040		
Occupation Housekeeper Service Staff Service Staff Professional A.9330 Supervisor or Governor A.8296 A.5333 Supervisor or Governor Other S.1332 A.2778 122 A.8709 A.5405 A.5405 A.5333 A.5405 A.5333 A.5405 A.5333 A.5405 A.54151 A.7073		Higher than 80,000	6.1458		5.2915		
Occupation Service Staff Professional Professional Supervisor or Governor A.9330 Supervisor or Governor A.8296 A.5333 Other S.1332 A.2778 A.5405 A.5333 A.2778 A.2778 A.7073 A.2778		Student	4.5439		4.9356		
Occupation Professional 4.9330 .122 4.5405 .078 Supervisor or Governor 4.8296 4.5333 4.2778 Other 5.1332 4.2778 Northern Taiwan 5.4151 4.7073 Original Inhabitance Central Taiwan 4.7417 .009** 4.6719 Southern Taiwan 5.2778 4.1111 .428 Eastern Taiwan 5.1109 4.6379 Aborigines 5.2088 022** 4.5122 186		Housekeeper	4.9858		4.5398		
Professional 4.9330 4.5405 Supervisor or Governor 4.8296 4.5333 Other 5.1332 4.2778 Northern Taiwan 5.4151 4.7073 Central Taiwan 4.7417 4.6719 Southern Taiwan 5.2778 4.1111 Eastern Taiwan 5.1109 4.6379 Identity Aborigines 5.2088 022**	Occupation	Service Staff	5.2223	122	4.8709	079	
Other 5.1332 4.2778 Northern Taiwan 5.4151 4.7073 Original Inhabitance Central Taiwan 4.7417 4.6719 Inhabitance Southern Taiwan 5.2778 4.1111 Eastern Taiwan 5.1109 4.6379 Identity Aborigines 5.2088 O22** 4.5122 186	Occupation	Professional	4.9330	.122	4.5405	.078	
Original Inhabitance Northern Taiwan Central Taiwan Taiwan Inhabitance 5.4151 4.7073 4.6719 4.6719 4.6719 4.1111 5.2778 5.2778 5.2109 4.6379 Identity Aborigines 5.2088 5.2088 022** 4.5122 186		Supervisor or Governor	4.8296		4.5333		
Original Inhabitance Central Taiwan Southern Taiwan 4.7417 5.2778 4.6719 4.1111 4.6719 4.1111 4.28 Inhabitance Eastern Taiwan 5.1109 4.6379 4.6379 4.5122 186		Other	5.1332		4.2778		
Inhabitance Southern Taiwan 5.2778 .009*** 4.1111 Eastern Taiwan 5.1109 4.6379 Identity Aborigines 5.2088 022** 4.5122		Northern Taiwan	5.4151		4.7073		
Eastern Taiwan 5.27/8 4.1111 Eastern Taiwan 5.1109 4.6379 Identity Aborigines 5.2088 022** 4.5122	Original	Central Taiwan	4.7417	000**	4.6719	420	
Aborigines 5.2088 022** 4.5122	Inhabitance	Southern Taiwan	5.2778	.009	4.1111	.428	
100000		Eastern Taiwan	5.1109		4.6379		
Non-aborigines 4.8439 .022** 4.7131 .186	Idontitu	Aborigines	5.2088	022**	4.5122	106	
	raenuty	<u> </u>	4.8439	.022***	4.7131	.180	



Table 14

Viewers' Characteristics Toward Advertisement Attitude

Viewers' Characteristics		Mean	P-value	Mean	P-value
VICW	crs Characteristics	В	eer	KTV	
Candan	Male	4.7760	100	4.5426	006
Gender	Female	4.5950	.199	4.2951	.086
	Under 20	5.3732		5.1725	
	21-30	4.6598		4.3894	
A	31-40	4.5103	0.65*	4.2491	.045**
Age	41-50	4.8720	.065*	4.6047	.045***
	51-60	4.6351		4.2925	
	Above 61	4.5372		4.3641	
	Elementary/Junior High	4.8423		4.4864	
T. A	Senior High	4.9374	00(**	4.6097	004**
Education	Undergraduate	4.5414	.006**	4.4449	.004**
	Graduate	4.1970		3.7424	
	Lower than 16,800	4.7674		4.3981	
Income	16,801-25,000	4.7068		4.6264	
(NT	25,001-35,000	4.5539	.028**	4.1926	.012**
dollar/per	35,001-60,000	4.5333	.028***	4.1152	.012***
month)	60,001-80,000	4.1250		4.8021	
	Higher than 80,000	5.6350		5.3335	
	Student	5.0262		4.5732	
	Housekeeper	4.7934		4.4694	
Occupation	Service Staff	4.4569	070*	4.6471	100
Occupation	Professional	4.5110	.070*	4.1110	.108
	Supervisor or Governor	4.4667		4.0333	
	Other	4.9027		4.4056	
	Northern Taiwan	5.0846		4.6960	
Original	Central Taiwan	4.4921	.019**	4.2540	05(*
Inhabitance	Southern Taiwan	4.7593	.019***	4.2130	.056*
	Eastern Taiwan	4.8190		4.6190	
Idontita	Aborigines	4.8270	120	4.5336	250
Identity	Non-aborigines	4.6104	.139	4.3608	.250



Table 15

Viewers' Characteristics Toward Brand Attitude

Viewers' Characteristics		Mean	P-value	Mean	P-value
Viewe	ers Characteristics	В	Beer		ΓV
Candan	Male	5.1327	((7	4.8768	207
Gender	Female	5.0792	.667	4.7401	.297
	Under 20	5.0805		5.2301	
	21-30	5.0751		4.9577	
Age	31-40	5.1735	.394	4.8091	.018**
1150	41-50	5.3798	.574	4.8798	.010
	51-60	5.0314		4.4213	
	Above 61	4.7532		4.3580	
	Elementary/Junior High	5.0496		4.5339	
Edwartian	Senior High	5.2290	520	4.8791	.010**
Education	Undergraduate	5.0777	.539	5.0225	.010**
	Graduate	4.9583		4.4508	
	Lower than 16,800	5.0025		4.8035	
Income	16,801-25,000	4.9808		4.8290	
(NT	25,001-35,000	4.9884	.027**	4.6807	065*
dollar/per	35,001-60,000	5.3908	.027	4.6121	.065*
month)	60,001-80,000	5.4483		5.2713	
	Higher than 80,000	5.8121		5.5833	
	Student	4.8714		5.1229	
	Housekeeper	5.2137		4.6808	
0	Service Staff	5.1774	(07	5.0429	022**
Occupation	Professional	5.1147	.687	4.5370	.033**
	Supervisor or Governor	5.0962		4.5332	
	Other	5.0971		4.7222	
	Northern Taiwan	5.3068		5.0175	
Original Inhabitance	Central Taiwan	4.9686	120	4.7425	500
	Southern Taiwan	5.3519	.130	4.7222	.526
	Eastern Taiwan	5.2080		4.8381	
Idontite	Aborigines	5.1591	520	4.6766	122
Identity	Non-aborigines	5.0774	.528	4.8868	.122



Table 16

Viewers' Characteristics Toward Product Attitude

View	ers' Characteristics	Mean	P-value	Mean	P-value
		В	eer	KTV	
Candan	Male	5.1250	771	4.9375	607
Gender	Female	5.0922	.771	4.8855	.697
	Under 20	5.2759		5.5862	
	21-30	5.0512		5.1270	
A = =	31-40	5.1237	200	4.9175	ህህህ ቶ ቶ
Age	41-50	5.3779	.200	4.7209	.000**
	51-60	5.1085		4.4717	
	Above 61	4.7130		4.3704	
-	Elementary/Junior High	5.0000		4.5000	
T.1(:	Senior High	5.2146	552	5.0146	ህህህ ቶ ቶ
Education	Undergraduate	5.0996	.553	5.1748	.000**
	Graduate	5.0341		4.5341	
	Lower than 16,800	5.0149		4.8675	
Income	16,801-25,000	4.9778		5.0316	
(NT	25,001-35,000	5.0352	020**	4.8169	207
dollar/per	35,001-60,000	5.4091	.029**	4.7591	.287
month)	60,001-80,000	5.2031		5.0000	
	Higher than 80,000	5.7500		5.5625	
	Student	5.2500		5.3158	
	Housekeeper	5.0986		4.7148	
0	Service Staff	5.1962	2.45	5.1290	010**
Occupation	Professional	4.8611	.345	4.7278	.018**
	Supervisor or Governor	5.2222		4.6722	
	Other	4.9542		4.7458	
	Northern Taiwan	5.2149		5.2675	
Original	Central Taiwan	4.9686	077*	4.7971	101
Inhabitance	Southern Taiwan	5.3472	.077*	4.7778	.101
	Eastern Taiwan	5.2667		4.9524	
Idontita	Aborigines	5.1978	227	4.8526	500
Identity	Non-aborigines	5.0591	.237	4.9462	.500



This chapter presents discussions about the study. Implications, limitations and suggestions for the future research are also discussed in the following.

Discussion

The purpose of the study is to examine if cultural elements can affect advertising effectiveness, especially in Taiwan, through the manipulation of advertisements with or without cultural elements to investigate the public attitude and purchase intention and to explore if the minority's strength of ethnic identity can differentiate their decisions. Results of hypotheses are presented as Table 17.

Advertisements with Cultural Elements

Advertisements with cultural elements do not have higher advertising effectiveness among aborigines or non-aborigines. This result contradicted earlier studies such as Elias, Appiah, and Gong, (2011), Johnson and Grier (2011), Appiah and Liu (2009) and Appiah (2001). Their studies revealed that distinctive viewers responded more favorably to culturally embedded advertisements. However, the result was consistent with the study of Cecilia

(2011), indicating that cultural elements in advertising did not have a significant effect on advertising effectiveness both for American and Mexican participants. What's more, this study showed that aborigines had higher purchase intentions when viewing advertisements without cultural elements than viewing those with cultural elements; non-aborigines had higher advertisement attitude when viewing advertisements without cultural elements than viewing those with cultural elements. There are some possible explanations. First, the attire (cultural elements) utilized in this study was not delicate enough to arouse viewers' esthetic and emotional feelings. Second, too much information is accessible in Taiwan. A dull print advertisement is not special for Taiwanese devoured appetite. Third, it is likely that cultural elements are not panaceas especially one single element as manipulated in this study.

Ethnic Identity

As for ethnic identity, though the views from aborigines and nonaborigines were not significantly different, the strength of ethnic identity still made a difference between strong ethnic identifiers and weak ethnic identifiers. Strong ethnic identifiers do have higher evaluations toward advertisements containing cultural elements, while weak ethnic identifiers have lower evaluations or show no difference toward advertisements containing cultural elements. The result of this study is consistent with previous studies (Green, 1999; Whittler and Spira, 2002; Appiah, 2004; Elias, Appiah, and Gong, 2011). *Purchase Intentions*

Advertisements with cultural elements didn't affect purchase intentions positively; nor did advertisements without cultural elements. Previously, Teng, Laroche, and Zhu, (2007) suggested that consumers' attitudes toward a brand positively influence their purchase intentions toward the same brand. This study manipulated two products and devised two advertisements, but the results were not conclusive.

Viewers' Characteristics

Among viewers' characteristic traits, viewers' gender did not affect their attitude in every variable (p<0.1). Viewers whose age below 20 and whose education level were senior high had higher means about Holiday KTV advertisements. Those whose monthly salary is higher than NT\$ 80.000 had higher evaluations toward Taiwan Beer.

According to the result, the younger viewers' attitude toward KTV was high, it seemed related to Taiwanese KTV culture. Taiwanese teenagers enjoy going to KTV to spend their time with classmates and friends. Also, the

consumption fee at KTV is not high; Holiday KTV promoting several students discount to cater to young generation may account for this phenomenon.

Those whose monthly salary is higher than NT\$ 80.000 had higher evaluations toward Taiwan Beer. The reasons may be that high-salary viewers in Taiwan had much spare money to spend on entertainment. Normally, they had high evaluations toward Taiwan Beer. Other explanations need to be investigated in the future research.

Table 17

Results of Hypotheses

Hypotheses	Result
H1a: Advertisements with cultural elements have higher	Not
advertising effectiveness among aborigines.	supported.
H1b: Advertisements with cultural elements have higher	Not
advertising effectiveness among non-aborigines.	supported.
H2: Strong ethnic identifiers have higher evaluations toward	Supported.
advertisements containing cultural elements, while weak	
ethnic identifiers have lower evaluations or show no	
difference toward advertisements containing cultural	
elements.	
H3a: Advertisements with cultural elements affect purchase	Partly
intention positively.	supported.
H3b: Advertisements without cultural elements affect purchase	Partly
intention positively.	supported.
H4: Viewers' characteristics moderate advertising effectiveness	Partly
and purchase intention.	supported.



This study opened a window for the future research about aboriginal cultural elements toward advertising effectiveness and purchase intentions in Taiwan. Most relevant studies were conducted out of Taiwan; therefore, this study could encourage more researchers in Taiwan to explore this issue. Also, this study demonstrated that advertisements with cultural elements did not have higher advertising effectiveness among all participants including aborigines and non-aborigines, which alarms the advertisers and marketers that the use of cultural elements needs to be reconsidered.

Specifically, advertisements without cultural elements even had higher advertising effectiveness than those with cultural elements in some variables. In real world, mixed cultural elements are more common to be utilized.

For marketers or advertisers, if target market is aboriginal people, advertisements with cultural elements may arouse unfavorable responses. Aaker, Brumbaugh, and Grier (2000) indicated that the effect varies based on different situations. The design of advertisements should be careful. On the other hand, strong identifiers possess higher responses toward advertisements with cultural elements. This suggests that cultural elements should be designed when the target market is strong ethnic identifiers.



Some limitations of this study have been acknowledged as follows.

- 1. The number of participants was limited. Amis participants were difficult to approach since the study was conducted in the central area of Taiwan and the majority of Amis people live in the eastern area of Taiwan.
 Findings should not be generalized until investigations have been carried out using more Amis participants.
- 2. The print advertisements were fake ones and the cultural elements manipulated by this research were limited to attire, while real advertisements actually don't just utilize one simple element. There may be a bias to generalize this study to a wide variety of settings.
- 3. Taiwan Beer and Holiday KTV are well-known brands in Taiwan.

 Participants' attitude toward brand might be affected by previous impressions toward the brands. The findings may not have reflected the attitude toward the created advertisements in this study.
- 4. The product categories beer and KTV were not everyday consumptions.

 The advertising effectiveness might not be higher due to this reason.
- 5. The two group comparisons could not be generalized to other kinds of groups. It is not just about the number of the group. Take the study of

Brumbaugh and Grier (2006), they tried to include six groups to generate generalizations but still failed. The future researcher should put this into consideration and not generalize the result to other types of studies.

Suggestions for Future Research

Based on the results of this study, future research is needed to examine several questions. Some of these include the following:

- 1. Future research may be needed to examine various cultural elements on advertising effectiveness to determine if cultural elements affect advertising effectiveness.
- Future research may consider other stimuli other than beer and KTV; real advertisements could be manipulated; commercials could also be included to the research settings in the future research.
- 3. Amis people are one of Taiwanese 14 official recognized aborigines. The other 13 aborigines' views toward advertisements are waiting to be explored. Also, Taiwan is a deeply diverse society; still other distinctive minorities, such as Hakka, can also be investigated in a sophisticated way in the near future.

- 4. The strength of ethnic identity needs to be explored further. As Phinney (1990) suggested that ethnic identity is related to majority culture, generation of immigration, and gender. The relevant factors haven't been explored clearly.
- 5. The mixed backgrounds need to be included in the future research.

 Even though most of the participants could indicate their single identity, some of them actually had mixed backgrounds, which was easily ignored as Phinney (1990) pointed out. Some participants' fathers were aborigines, while their mothers were not and vice versa; some participants' parents were aborigines, but they came from different tribes. It is essential to take mixed backgrounds into account.
- 6. The generational status needs to be involved in the future studies.

 Rosenthal and Feldman (1992) stated that it was important to consider generational status when studying the development of ethnic identity. As for the aborigines in this study, the strength of their ethnic identity might change with their background; therefore, the future studies need to involve more participants with different age to get further understating about the

relationship between the strength of ethnic identity and advertising effectiveness.



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您好:

首先,感謝您撥出寶貴的時間填寫此份問卷。本問卷僅供學術研究使用,本研究主題為「平面廣告之效果研究」,其目的是想了解您對<u>『台灣啤酒』與『好樂迪KTV』的平面廣告效果的看法</u>。本問卷內容絕對不會對外公開,請 您放心。非常感謝您的協助,在此致上十二萬分的謝意!

朝陽科技大學

指導教授: 黃文星 博士

徐碧露 博士

研究生: 簡依萍 敬上

第一部份:購買意願

以下問題是想了解您對於下列產品(台灣啤酒、好樂迪 KTV)的購買意願,請針對下列 各題目內容,在□中勾選出(v)最符合的答案。

產品一:台灣啤酒您購買台灣啤酒的意願是

01.我願意購買台灣啤酒。	題	且	完全不同意	相當不同意	不太同意	沒有意見	有點同意	相當同意	完全同意	
	01.我願意購買台灣啤酒	0								
	02.我會介紹親朋好友購	買台灣啤酒。								
03.在相同價位的啤酒當中,我會選擇台灣啤酒。 □ □ □ □ □ □	03.在相同價位的啤酒當	中,我會選擇台灣啤酒。								_

產品二

題目	完全不同意	相當不同意	不太同意	沒有意見	有點同意	相當同意	完全同意
01.我願意到好樂迪 KTV 消費。							
02.我會介紹親朋好友到好樂迪 KTV 消費。							
03.在眾多的 KTV 中,我會選擇去好樂迪消費。							

第二部份:廣告態度 以下題目是想了解 您對於本研究平面廣告的看法,請針對以下各題目內容,在□中 勾選出(v)最符合的答案。 廣告一、台灣啤酒您認為台灣啤酒這一個廣告是 非 稍 普 稍 頗 非 頗 常 為 微 微 為 常 通 2 3 4 7 1 5 6 01. 不吸引人的 吸引人的 02. 不好的 好的 03. 不愉悅的 愉悦的 04. 枯燥的 活潑的 耳目一新的 05. 平凡的 06. 不令人喜爱的 令人喜爱的 廣告二、好樂迪 您認為好樂迪 KTV 這一個廣告是 非 頗 稍 普 稍 頗 非 常 常 為 微 通 微 為 1 2 3 4 5 7 6 01. 不吸引人的 吸引人的 02. 不好的 好的 03. 不愉悦的 愉悦的 04. 枯燥的 活潑的 05. 平凡的 耳目一新的 06. 不令人喜爱的 令人喜爱的

第三部份:品牌態度

以下問題是想了解您對於下列產品(台灣啤酒、好樂迪 KTV)的品牌態度,請針對 下列各題目內容,在□中勾選出(v)最符合的答案。

產品一:台灣啤酒 您認為台灣啤酒這一個品牌是

	非 常 1	頗 為 2	稍 微 3	普 通 4	稍 微 5	頗 為 6	非 常 7	
01. 不吸引人								吸引人
02. 不好								好
03. 感覺差勁								感覺良好
04. 比其他啤酒品牌差								比其他啤酒品牌好
05. 沒價值								有價值
06. 不令人喜歡								令人喜歡

- 12 W 1 Trees	<i>11-</i> 1 - 1 1 1 -			# /	- 1/ 17			
產品二、好樂迪 KTV	您認為好	1 =		9 1				
	非	頗	稍微	TILE	稍	頗	非	
	常	-			微	為	常	
	1	2	3	4	5	6	7	
01. 不吸引人								吸引人
02. 不好								好
03. 感覺差勁								感覺良好
04. 比其他 KTV 品牌	差 🗆							比其他 KTV 品牌好
05. 沒價值								有價值
06. 不令人喜歡								令人喜歡
第四部份:產品態度 以下問題是想了解您對 下列各題目內容,在□ 產品一:台灣啤酒 您		(v) 聶	设符合的			V)的 <i>產</i> 頗	品態	度,請針對
	常	為	微	通	微	為	常	
	1	2	3	4	5	6	7	
				<u> </u>				
01. 不好的產品								好的產品
02. 不討喜的產品								討喜的產品
03. 令人不快的產品								令人稱讚的產品
04. 負面的產品								正向的產品
產品二、好樂迪 KTV	您認為好 非 常 1	子樂 趙	KTV 是 稍 微 3	普通 4	稍 微 5	頗為6	非 常 7	
01. 不好的								
02. 不討喜的								
03. 令人不快的								令人稱讚的
04. 負面的								正向的

第五部份: 族群認同

以下的題目是想了解您對於身為「阿美族」的看法,請針對下列各題目內容,

完全同意

在□中勾選出(v)最符合的答案。

題目	完全不同意	相當不同意	不太同意	沒有意見	有點同意	相當同意
01. 我會試著想多瞭解與阿美族有關的事情,例如阿美族的歷史、傳說、祭典或是習俗。						
02. 我對於阿美族有強烈的歸屬感。						
03. 我瞭解身為阿美族對我個人的重要性。						
04. 我常常做一些有助於我更加瞭解我的族群背景的事情。						
05. 為了要更加瞭解我的種族,我常常跟其他人交換意見。						
06. 我對我的種族有強烈的忠誠。						
第六部份:基本資料 01.性 別:□男 □女 02.年 齡:□20歲以下□21-25歲□26-30歲□31-35歲□ □41-45歲□46-50歲□51-55歲□56-60歲□ 03.教育程度:□國中或國中以下□高中職□大專或大學□6 04.個人所得:□16800元以下□16801~25000元□25001 □35001~60000元□60001~80000元□8萬以	160 扇 开究户 ~35	遠以」 所或↓	以上			
□學生 □未就業、待業中 □家庭管理 □技術員及助理專業人員 □軍公教人員 □行政主管、企業主管、經理人員、民意代表 □農林漁牧工作人員 □退休人員 □ 06.原居住地區:□北部 □中部 □南部 □東部 07.是否為原住民:□是,是]事務]專業	务工化 (人員	作人員	員 師、往	聿師)	

本問卷已經全部完畢,請檢查是否有遺漏答案,非常感謝 您的幫忙!











這才是死八海味 台灣啤酒 尚合味!

TIL台灣茶酒